SOUTHEAST ALBERTA CHAMBER OF COMMERCE

2025-2028 STRATEGIC PLAN

VISION

To be the leading advocacy organization for business and a catalyst for growth and prosperity in Southeast Alberta.

PURPOSE

To support and advocate for our members within Southeast Alberta, to foster growth and prosperity in our region.

MISSION

To empower and support our business community through our connections, support and influence, providing innovative solutions and fostering a vibrant, inclusive and thriving economic environment in Southeast Alberta.

CORE VALUES

Integrity

We act with honesty and transparency in all our dealings, building trust within our community and among our members.

Engagement

We actively involve our members and the community in our activities, fostering a sense of belonging and participation.

Excellence

We strive for the highest standards in our services, programs, and initiatives, continually seeking to improve and excel.

Advocacy

We champion the interests of our members, advocating for policies and initiatives that support business growth and community prosperity.

Collaboration

We foster strong partnerships and work together with businesses, government, and community organizations to achieve common goals.

Innovation

We embrace creativity and forward-thinking solutions to address challenges and seize opportunities.

Inclusivity

We promote diversity and inclusion, ensuring all voices are heard and valued in our community.

Southeast Alberta Chamber of Commerce

KEY GOALS

Advocacy & Leadership

Strengthen influence through partnerships, leadership, and member engagement.

- Leverage partnerships and leadership to champion business interests at all levels of government.
- Review & restructure committees to increase efficiency and value for members.
- Increase member engagement in advocacy through diversified engagement methods and working groups.
- Launch a Leader's Circle of business influencers.

Communication & Outreach

Enhance visibility and impact through media, storytelling, and enhanced use of digital platforms

- Enhance media presence and storytelling through partnerships and memberships
- Update communication policies and implement media training

Membership Growth & Support

Increase member value, retention, and impact through business engagement and member-focused initiatives

- Achieve a member retention rate of 90% with new member growth of 180 new members per year
- Ensure we achieve a member satisfaction rating of 80% or higher

Events & Engagement

Streamline events for increased impact, recognition, attendance and engagement.

- Create meaningful opportunities for businesses to connect, collaborate, and influence regional success
- Increase event attendance & ensure business builder events break-even or provide a return on investment

Financial Sustainability & Efficiency

Focus on member-driven profitability, technology, and resource optimization.

- Diversify revenue through event and sponsorship streams to achieve profitability to reinvest into the organization
- Identify future high value opportunities for long term revenue diversification and sustainable growth
- Implement AI and Technology tools to enhance efficiencies
- Develop a knowledgeable, skilled, and adaptable board, staff, and volunteer leadership team capable of responding to emerging opportunities and challenges